The German Southwest: Where ideas work.
Choosing the right location is very important for every company. For all of us — especially those seeking a career — choosing a place to call home is just as important. Here in Baden-Württemberg, everyone can find the right environment: both companies and skilled workers. Baden-Württemberg welcomes you!

Here, innovation is a tradition — our region is the most innovative in the EU. Baden-Württemberg is Germany’s top location for research and development. About five percent of the region’s gross domestic product is invested in research and development every year — by both the private and public sectors. With an efficient, comprehensive system of sharing knowledge and technology, we actively support the creation of innovative, sustainable products and services.

But Baden-Württemberg can boast more than just a strong economy — it is a highly livable place with cosmopolitan residents. Southwestern Germany offers appealing landscapes, such as the Black Forest, Lake Constance and the Swabian mountains, but also famous, popular cities and towns. Baden-Württemberg also has colourful and extensive cultural offerings, mineral baths and outstanding cuisine. See for yourself. You’ll feel right at home in Baden-Württemberg.

Dr. Nicole Hoffmeister-Kraut MdL,
Minister of Economic Affairs, Labour and Housing of the State of Baden-Württemberg

Curiosity, inventiveness, and an investigative spirit are a tradition in Baden-Württemberg. In the late 19th century, groundbreaking inventions like the automobile and the Zeppelin made their way from our region to the world.

Now it’s successful developments like driver assistance systems, autonomous vehicles, modern enterprise software and IT innovations that are revolutionising whole industries. In medical technology, innovative stents are moving the field forward. If you bet on Baden-Württemberg, you’re investing in a dynamic, high-performing environment and in people with expertise, creativity and commitment. From basic to applied research, Baden-Württemberg is the place for high skills and innovation. The region’s universities are among Germany’s best. Moreover, there is a dense network of more than 30 business-related research institutions, including the Fraunhofer Society, the German Aeronautics and Space Center (DLR) and the Baden-Württemberg Innovation Alliance.

One of today’s greatest challenges is to preserve Baden-Württemberg’s top position in the digital world, as well. Baden-Württemberg has taken a lead role in this sector and, with its “Industry Alliance 4.0”, is the first region in Europe to facilitate intensive cooperations between major market participants and support them with the right infrastructure (www.i40-bw.de).

Baden-Württemberg:
Expertise for innovative solutions.
In August 2013, the world’s first automotive manufacturer, Mercedes-Benz, sent its 
Innovation Technologies and Services of the TIME industries — TIME 
innovation and communication technology industries work closely on sustain-
able mobility solutions for the future. The coordinated state agency 
E-mobil BW (www.e-mobilbw.de) was established to respond to issues of 
electromobility and fuel cell technology.

PROCES AND PRODUCTION TECHNOLOGY
Here, as well, Baden-Württemberg is a leading location where the core 
industry of machine and systems engineering is closely tied to the fields of 
electronics, electrotechnology, optics, precision mechanics, metal 
production and processing and automation. It is an enormous growth 
sector that benefits from market potential, a diversified supply structure, 
and a variety of collaboration options. Over half a million well-educated 
professionals, many of them specialists, work in this setting. No wonder 
companies like FESTO, Heidelberger Druckmaschinen, TRUMPF, Voith 
and many more have grown up here. The state agency Leichtbau BW 
(www.leichtbau-bw.de) was established to respond to the challenges of 
lightweight construction.

TIME INDUSTRIES / CULTURE AND CREATIVE INDUSTRY
The innovative technologies and services of the TIME industries — TIME 
stands for telecommunication, information technology, media and 
entertainment — are more strongly permeating all areas of life and work.

Baden-Württemberg is home to the giants of mobility: Audi, Bosch, 
Daimler, Evobus, Porsche, ZF — more than 100 vehicle manufacturer 
locations and almost 200 direct supplier facilities. In addition to car, 
truck and bus production, aerospace technology plays a significant role 
in our region. Companies from the automotive, energy, and informau-
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Our economy is supported by a stable foundation of quality, experience 
and innovation. This means we can look forward to future growth and 
strong entrepreneurial commitment — the best conditions for leading the 
international competition. Cluster initiatives help small and medium-sized businesses, especially, on the road to innovation. To support the 
continued development and internationalization of cluster initiatives, 
the Baden-Württemberg economics ministry has established the 
Baden-Württemberg ClusterAgentur (www.clusterportal-bw.de), whose 
goal is to drive cluster development in the state’s strategic growth sectors.

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ENVIRONMENTAL TECHNOLOGY, RENEWABLE ENERGY 
AND RESOURCE EFFICIENCY
For Baden-Württemberg, resource efficiency is a main policy theme — 
sustainability and resource conservation are core criteria in government 
and administrative decisions. These high standards and a distinctive 
eco-consciousness among the populace provide the impetus for very 
forward-looking environmental technology. Key players in bio-tech-
ology, chemistry, optics, precision mechanics, electronics, electro- 
technology and machine and systems engineering find a dynamic 
environment in Baden-Württemberg among research institutes, highly 
specialized service companies and ambitious collaborations. Naturally, 
companies in Baden-Württemberg always have thorough solutions to 
issues surrounding water supplies, wastewater and refuse removal 
and air pollution control. Renewable energy, combined with strategies 
and technologies for energy efficiency, are in ever greater demand 
throughout the world. The state enterprise Umwelttechnik BW 
(www.umwelttechnik-bw.de) was established especially to deal with 
issues of environmental technology.

HEALTHCARE
For companies in the healthcare industry, Baden-Württemberg offers a 
success-oriented environment. Here biotechnology, pharmaceuticals, 
medical technology, optics, precision mechanics, electronics and electro-
technology find just the right conditions for the challenges of the future: 
a unique research infrastructure, world-class educational institutions and 
outstandingly educated workers. Altogether, it’s a highly attractive 
business environment in which small, medium-sized and many more companies in Baden-Württemberg in research and product development 
can work together with great success. There is a reason why world-renowned companies like Aesculap, 
Paul Hartmann and Carl Zeiss have made our region their home. The 
BioLago biotech regions (in the Lake Constance area) Freiburg, Rhein-
Neckar-Dreieck, STEERN (Stuttgart – Tübingen – Esslingen – Reutlingen – 
Neckar-Alb) and Ulm support the development of many new companies. 

Baden-Württemberg's strengths in the health sector include its 
clinics, its hospitals, and its rehabilitation and social security institutions. The 
state enterprise BIOPRO (www.bio-pro.de) represents Baden-Württem-
berg's biotechnology and life sciences sites.

SERVICES
A successful industrial region like Baden-Württemberg provides plenty 
of impetus for business-related services. With high-quality, technology-
oriented offerings, this sector is a dynamic partner to industry and an 
important factor in increasing its productivity and competitiveness.

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The key industries of 

Baden-Württemberg.

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In Baden-Württemberg, we look outward to the world. The result is that exports make up about 42 percent of the region’s gross domestic product – more than in any other German state.

The state helps mid-sized companies tap into foreign markets through many kinds of support. This includes joint booths at leading international trade fairs and annual business delegation trips focused on making contacts in foreign markets. Our companies have access to contact points abroad and many consulting, advising, and informational offerings. Companies from Baden-Württemberg are powerful partners all over the globe in business, production and technological collaboration. Partnerships have grown with regions throughout the world. Germany’s worldwide industrial and business centers (GermanCentres) were established on the initiative of Baden-Württemberg. The network now includes offices in Delhi/Gurgaon, Jakarta, Mexico City, Moscow, Beijing, Shanghai, Singapore and Taicang. They are largely supported by the Landesbank Baden-Württemberg. The foreign trade forum “GlobalConnect” has also been established and takes place every two years at the Stuttgart trade show.

Baden-Württemberg: Networked worldwide.

BADEN-WÜRTTEMBERG INTERNATIONAL (BW-I)

Baden-Württemberg International (bw-i) is the central contact in the region for investors and companies looking for places to locate and partners for collaboration in Baden-Württemberg.

Baden-Württemberg International (bw-i)
Gesellschaft für internationale wirtschaftliche und wissenschaftliche Zusammenarbeit mbH
Haus der Wirtschaft | Willy-Bleicher-Str. 19
70747 Stuttgart | Tel. +49 / 711 / 2 77 87-0
Fax +49/711/2 27 87-22 | E-Mail: info@bw-i.de
www.bw-i.de | www.bw-invest.de

STEINBEIS EUROPE CENTER

The Steinbeis Europe Center was founded in 1990 with the goal of making it easier for small and mid-sized companies to make their way to Brussels for EU research funding. Visit www.steinbeis-europa.de

STEINBEIS FOUNDATION FOR BUSINESS DEVELOPMENT

Do you have questions about technology and management services? More than 600 Steinbeis transfer centers are ready to help you with guidance and resources related to issues of technology and management.

You can find out more at the Steinbeis Foundation for Business Development:

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70747 Stuttgart | Tel. +49/711/38 39-5
Fax +49/711/2 26 10 76 | E-Mail: stw@stw.de
www.stw.de

L-BANK, THE LEADER IN INVESTMENT

L-Bank, Baden-Württemberg’s investment leader, informs potential investors about the state’s economic structure, funding instruments, business taxation, and founding and takeover possibilities in Baden-Württemberg. Visit www.l-bank.de/investitionsfuehrer

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GERMANY’S NUMBER-ONE EXPORTER

Per resident, in 2017 Baden-Württemberg exported €18,566 worth of goods throughout the world (Germany as a whole: €15,480). The export rate — exports’ portion of gross domestic product — is 59.7 percent, showing how actively the state exports (for all German states 29.4 percent). Baden-Württemberg’s suppliers firms are some of the strongest in the world.

BADEN-WÜRTTEMBERG INVESTS THE MOST IN RESEARCH AND DEVELOPMENT

Measured in terms of gross domestic product (latest figures from 2015), the state invested 4.9 percent for research and development (Germany: 2.9 percent). Even internationally, Baden-Württemberg is among the world’s leaders. Moreover, research by the state statistical office shows that Baden-Württemberg has been the EU’s leading region for innovation for years.

RESEARCH INTENSITY IN SELECTED REGIONS (2015)

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage of gross domestic product spent on research and development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>3.6</td>
</tr>
<tr>
<td>Germany</td>
<td>2.9</td>
</tr>
<tr>
<td>USA</td>
<td>2.7</td>
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<tr>
<td>France</td>
<td>2.2</td>
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<tr>
<td>China</td>
<td>2.1</td>
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<tr>
<td>United Kingdom</td>
<td>1.7</td>
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<tr>
<td>Italy</td>
<td>1.9</td>
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</tbody>
</table>

LOW UNEMPLOYMENT IN GERMANY

Compared to other German states, Baden-Württemberg has had low unemployment for years. In 2017, unemployment in Baden-Württemberg averaged just 3.5 percent. After Bavaria (3.2 percent) this is the nation’s lowest unemployment rate. Nationally, the rate was 5.7 percent. Along with Bavaria, Baden-Württemberg had the country’s lowest youth unemployment at just 2.8 percent, compared to Germany as a whole at 3.1 percent.

THE MOST PATENTS

Baden-Württemberg leads Germany and Europe in patents. In 2017, the state saw 152 patent applications per 100,000 residents (Bavaria 120). The average for Germany as a whole was 58 patents.

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With its picturesque old town, Heidelberg is known worldwide not only for its castle, but also for Germany’s oldest university (founded in 1386).

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AREA & POPULATION
- 35,748 km² — 10 percent of Germany
- 10.9 million — about 13 percent of Germany

GROSS DOMESTIC PRODUCT
- €493 billion — 15.1 percent of Germany
- (2017), GDP per resident: €43,632 (2016)

EXPORT VOLUME
- €201 billion (2017)

BADEN-WÜRTTEMBERG LEADS IN:
- Mechanical engineering
- Automotive and sustainable mobility
- Aerospace
- Healthcare and medical technology
- Life sciences
- Information and communication technology
- Environmental technology and renewable energy
- Culture and creative industries

LARGE CITIES
Stuttgart, Karlsruhe, Mannheim, Freiburg, Heidelberg, Heilbronn, Ulm, Pforzheim, Reutlingen

UNIVERSITIES
- 9 universities, including 3 universities of excellence
- 6 colleges of education
- 23 universities for applied sciences
- Baden-Württemberg Cooperative State University with 9 locations
- 8 universities of art and music, The Academy of Performing Arts, the Film Academy, and the University of Popular Music and Music Business
- more than 25 state-recognised private colleges, including three universities for ecclesiastical music and two private universities

BUSINESS-RELATED RESEARCH AND TRANSFER INSTITUTES
- 17 facilities of the Fraunhofer Society
- 7 institutes of the German Aeronautics and Space Center (DLR)
- 13 institutes of the Baden-Württemberg Innovation Alliance
- over 600 Steinbeis transfer centers

OTHER RESEARCH INSTITUTIONS
- 12 Max Planck Institutes
- 3 Helmholtz Research Centers
- 7 Leibniz Institutes